

5 DOWNTOWN DISTRICT

This chapter outlines policies to solidify downtown's role as the heart of the city. Downtown is a place to shop, attend events, work, or simply spend time in. This mix of activities is should be solidified to maintain downtown's central role in the lives of Brigham's residents. Downtown also does an excellent job of balancing the needs of consumers who come by automobile with consumers that come by foot or bike. Regardless of how visitors arrive, once downtown, all visitors traverse by foot, often visiting more than one store. Augmenting this high-quality pedestrian environment is a key to ensuring that downtown will be a successful shopping district in the future.

Successful downtowns compete as a district, not just as a collection of individual businesses. People come to the district to accomplish multiple tasks similar to a shopping mall. As with a shopping mall, some people will come without a particular shopping need that they want to fulfill, they come to visit the place that is the sum of all of the buildings, activities, and gathering spaces. A big part of the reason people will spend a significant amount of time in a shopping mall is because the atmosphere is pleasant: storefronts are close to each other, attractively designed, and the walk is pleasant. Successful downtowns follow many of the same strategies that successful shopping malls do. They present a cohesive walking experience to patrons: the walk is not interrupted extensively by inconveniences to pedestrians such as driveways or parking areas. Attention is paid to the look of storefronts. Finally, the individual downtown businesses, similar to a mall's tenants, cooperate with each other for a unified parking, marketing, and event strategy.

Downtown Brigham City, from 100 N. to 200 S, has the most substantial historic downtown, collection of historic and varied retail and civic buildings, between Ogden and Logan. This is a tremendous asset that has value in helping to draw in consumers from outside the city, including tourists.

Downtown Brigham City is defined as the Main Street area from 100 North to 200 South.

A quality pedestrian or walking environment benefits from the following elements:

- 1. safe, direct and, convenient walking routes*
- 2. A pleasant walking environment*
- 3. Many destinations within easy reach of a short walk.*

This chapter outlines policies to help downtown Brigham City build on its assets: a quality pedestrian and historic environment

5.1 RELEVANT CORE PRINCIPLES

Core Principle:	
1.	OVER-ARCHING: Growth in Brigham City is essential and desirable to maintain our economic vitality and provide homes and employment for our children. A well-crafted, publicly-supported General Plan should seek to improve the quality of life for current and future residents, while recognizing the challenges associated with growth and change.
1a.	Foster Community & Economic Development that provides sustaining jobs for skilled and well-educated residents to live, work, and play in Brigham City.
2.	ECONOMIC: Brigham City desires to grow a healthy and diverse economy to provide quality, higher paying jobs that provide career advancement opportunities to residents, and allow residents and young adults to stay in the community.
2b.	Promote Brigham City as a popular regional center for tourism and recreation.
2c.	Foster Economic Development that prioritizes quality job growth leading to quality Retail development.
2d.	Promote a variety and balance of commercial development in the following community districts to serve a diversity of consumer and business needs:
2d1.	Improvement of downtown commercial viability by attracting residents, tourists, and visitors to quality retail locations, cultural events, business activities, and mixed-use residential living areas.

5.2 DOWNTOWN GOALS

5.2.1 GOAL: Enhance Downtown's Walking Routes

Downtown's walking routes should be safe, direct, and convenient for customers who arrive by car, foot, bike, and public transportation.

5.2.1.1 POLICY: Limit Or Discourage Driveway Curb-Cuts On Main Street From 100 No. To 200 So.

Curb cuts interrupt walking routes and affect traffic flow. Allow curb cuts on contiguous east/west streets.

Implementation

Prohibit curb cuts if a building's proprietary parking area (if there is one) can be reasonably accessed via a block face other than main street.

5.2.1.2 POLICY: Bring New Buildings And Additions Close To Walking Routes.

This helps ensure a walking environment where pedestrians don't need to navigate through parking areas; it also helps minimize walking distances between structures.

Implementation

Modify the CBD zone to prohibit surface parking between a building and Main Street from 100 N. to 200 S.

5.2.1.3 POLICY: Building Entrances Should Be Convenient To Public Walking Routes

Implementation

Modify the CBD zone to require a primary building entrance of new and renovated buildings to face Main Street. *This ensures pedestrian walking convenience and also decreases walking distances. Additional entrances could face parking lots or other streets.*



Boulder, CO

Residents rated the “ease and desirability of travel by foot” as average downtown and not as high as the current “ease and desirability of travel by auto.” Survey respondents identified transit and bicycle access as highly inadequate and expressed concerns about parking appearance and management. Once Downtown, foot travel is relatively easy, but most downtown shoppers, visitors and employees perceive automobile travel to be the easiest option.

5.2.2 GOAL: Enhance Downtown's Storefront Character

Downtown Storefronts should help create an interesting walking environment.

Visual elements should be scaled to pedestrians.

This goal helps downtown become a magnet for visitors and consumers. Visual amenities are key to bringing visitors who are looking for an experience and not just a product selection.

5.2.2.1 POLICY: Storefronts should allow window-shopping through the provision of transparent glass.

Implementation

Modify zone standards to require a substantial minimum percentage of transparent glass on the ground floor area of facades. *50% is an appropriate percentage to consider for zoning implementation.*

4.2.2.2 POLICY: Provide incentives for the improvement and continued maintenance of downtown storefronts.

Implementation

A. Ensure continued adequate funding for Brigham City's façade grant program.



5.2.3. GOAL: Encourage Downtown Living

Encourage residences within close proximity of Main Street to provide a 24-hour, on-site customer base for retail and to decrease potential future traffic congestion.

5.2.3.1 POLICY: Remove regulatory disincentives to the private sector to provide residential units downtown.

Implementation

A. Analyze building codes and zoning regulations to address

Why Lower Required Parking Rates for Downtown Living?

What if a building owner wants to convert upper floors to residential, but has no more land area to dedicate to additional parking spaces. Establishing a lower rate than would be required in a residential subdivision makes sense for a number of reasons.

- 1) Multi-family households typically own fewer cars*
- 2) Downtown households are likely to do more travel by foot or bike*
- 3) Property owners have a vested interest in the success of their building. They must balance the ability to rent or sell*

barriers to the conversion of existing underutilized floor area above the ground floor to residential uses.

- B. If not currently in use, utilize the *Uniform Code for Building Conservation* for permits to rehabilitate or convert historic buildings.
- C. Reduce required parking for Downtown residential units to one space per unit. *establish additional tools to provide parking besides the on-site provision by each individual firm.*
- D. Consider reducing application fees for Downtown residential units.
- E. Provide national register application assistance on request commensurate with available city resources. Officially designated historic buildings may not have to comply with all building code requirements.



Provo, UT

units with their desire to keep costs low by providing fewer parking spaces.

- 4) *Visitors to residences can utilize commercial parking spaces. One idea is to give residences visitor passes to give to visitors to free them from 2-hour parking constraints.*

Chapter 34 of both the Uniform Building Code and the International Building Code and chapters 4-6 of the Uniform Code for Building Conservation provide direction in accommodating some of the non-code-complying features of older buildings

5.2.4 GOAL: Augment Downtown's role as the tourist center of Brigham while maintaining its appeal as the citizen's Downtown.

5.2.4.1 POLICY: Downtown should continue to allow for the city's widest variety of land uses so long as the operation and appearance of uses are consistent with a pedestrian oriented environment facing main street.

Just as tourists seek retail, restaurants and entertainment, residents need automobile service stations, grocery, pharmacy, and dental offices – to name a few.

Implementation:

- A. Modify Downtown zones to require all new downtown land uses to have a permanent commercial or mixed-use structure built up to the Main Street public sidewalk.
- B. Modify Downtown zones to require newly established open-air activities such as auto-repair storage, car wash, and auto sales to operate behind a permanent commercial or mixed-use structure.
- C. Modify applicable design guidelines including the RDA Area #1 Design Guidelines to require a low ornamental wall to front Main Street adjacent to any off-street parking and loading areas.



5.2.5 GOAL: Balance Historic Preservation with Encouraging Redevelopment and Infill

Background

Zoning standards affect how big buildings can be built and what land uses may reside inside. These factors affect the potential return on investment that a landowner can expect to achieve if he or she seeks to rebuild on their property. In this way, zoning partially influences private decisions to redevelop land.

One the one hand, Brigham City seeks to encourage redevelopment of buildings that may be incompatible with the walkable, mixed-use role of Downtown. On the other hand,

Brigham City does not seek to encourage the demolition of historic structures that give downtown its unique architectural quality.

5.2.5.1 POLICY: Encourage historic rehabilitation thereby improving the condition and ongoing financial viability of historic properties.

Implementation

- A. Utilize, if not already in use, the *Uniform Code for Building Conservation* for renovation of structures with initial construction predating World War II.
- B. Consider redevelopment agency funding to aid in the conversion to residential.

5.2.5.2 POLICY: Encourage the voluntary private redevelopment of significantly underutilized and non-historic sites

Implementation

- A. Enable shared parking calculations for Downtown developments to be non-discretionary.
- B. Analyze the combined affect of size, land use, parking and any other regulations that affect overall size and use of a building on the potential return on investment for a landowner who is contemplating redevelopment.
- C. Modify CBD and other regulatory standards to ensure that zoning is not an obstacle to redevelopment of substantially underutilized parcels, but does not allow for generally larger buildings than existing historic Downtown buildings

5.2.5.3 POLICY: Implement a Downtown District Strategy for Parking

Conduct a comprehensive parking strategy for downtown in conjunction with a redevelopment potential analysis, noted above.

Implementation



- A. Identify current parking supply and usage.
- B. Identify long term parking needs based on various redevelopment/ reuse scenarios.
- C. Identify a range of public and private solutions to meet these needs
- D. Look at existing and potential opportunities for shared parking.
- E. Create a phasing plan to meet estimated long-term parking needs.



What is shared parking? A parking space is being shared when it is utilized over the course of a day for more than one business or land use. This happens easily in a walkable downtown situation: an office worker leaves to go home and a family visiting a restaurant comes and occupies the same place. Why build two spaces when one suffices?